

AUTOCONNECT

HAPPY NEW YEAR! We've been waiting on you, 2021!

TOP HONORS: 2 MDD Dealers named Leading Women in North American Auto Industry

An honor that has only been given 4 times since 2000, 2 Minority Dealer Development Dealers have been named by Automotive News (AN) as Leading Women in the North American Auto Industry. As challenging as it is to determine amazing women leaders in automotive, AN states "Twenty years ago it was hard to find enough executives with authority; this year, the challenge was choosing among hundreds of powerful female executives." Congratulations to Ivette Dominguez and Jenell Ross! To read the article in depth, [please visit here.](#)



Ivette Dominguez
President
Alpine Buick-GMC
(and dealer at 5 other dealerships in Colorado, Illinois, Missouri and Oklahoma)



Jenell Ross
President
Bob Ross Auto Group,
including Bob Ross Buick GMC
Dayton, OH

Cardinal Buick GMC: Employee Celebrates 49 Years of Service



Bonnie Underwood recently celebrated 49 years of service with Cardinal Buick GMC in Belleville, IL. To honor such a great accomplishment, Buick GMC Regional Director, Greg Ross penned "Team members like you, help us live and demonstrate this core value by continuing to provide your customers with outstanding sales and service. Your commitment, effort and results are very much appreciated".



Congratulations Bonnie on 49 amazing years and we wish you continued success, health, and heart-felt joy!

A Message from Your

MINORITY DEALER DEVELOPMENT **MINORITY DEALER ADVISORY COUNCIL**

Jessie and I want to congratulate all of our minority dealers for their performance in 2020. For several years now, our Council has advocated to GM leadership that our minority dealers were its greatest asset within its dealer body. Your 2020 performance proved that assertion again. I would like to highlight some our 2020 accomplishments:

- We delivered 196,036 retail units, a 3.7% YOY increase, compared to all GM dealers at a -5.9% YOY decrease.
- Our average dealer sold 686 new vehicles compared to 536 for the average GM dealer, a 28% high volume.
- In Q4, we delivered 62,582 retail units, a 27.1% YOY increase, compared to all GM dealers at a 11.7% YOY increase.

We all know that our retail performance is the ultimate barometer that GM uses to judge its dealers. Your performance this past year proves again that, given a fair opportunity, we can AND will deliver results. Our challenge is to continue to advocate for fair opportunities for our minority dealers. This is all we ever asked for, a chance to prove our mettle.

-Charles Winton, MDAC Co-Chair

Ingersoll: Enhancing DMS Technology while Decreasing DMS Expense



Todd Ingersoll is president of Ingersoll Automotive of Danbury and a member our GM Minority Dealer Advisory Council. Last year, Todd decided that he needed to improve his dealer management system (DMS) technology, which can be one of the highest expenses at a dealership. He found that by switching to Tekion, not only did he decrease his DMS expense, but he increased his DMS experience. Along with his team, they are taking full advantage of this groundbreaking, mobile-first technology to not only save money, but to simultaneously drive significant increases in productivity. [Click here](#) to listen to Todd share his story about switching to Tekion.



MINORITY DEALER DEVELOPMENT

SCHOLARSHIP

Getting involved in the 2021 campaign takes three simple steps: Donate, Promote and Nominate!

Since 1972, GM has provided leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to "Changing the Face of Automotive Retail."

In support of this mission, the GM Minority Dealer Development (MDD) Scholarship Program is offered to help minority students of African American, Asian, Hispanic or Native American descent, interested in pursuing careers in automotive retail and/or

automotive technology. There are many strong career opportunities in automotive retail, and we wish to encourage students interested in pursuing these career options.

The GM Minority Dealer Development (MDD) Scholarship program is another critical step in creating an inclusive retail culture. Visibility and representation of an increase in minority employees increase customer loyalty and overall profitability and attract other minorities into our industry.

Questions regarding the program or how you can get more involved?

Contact: CMS Foundation – GM MDD Scholarship Program

Email: info@gmmdscholarship.com or call (630) 428-2412

<https://gmmdscholarship.com/>

1. Donate – Individual donation, dealership donation, or named scholarship.
2. Promote – MDD provides marketing and communications materials to help build awareness of the scholarship. Use them to help publicize the program in your stores, schools and communities.
3. Nominate – encourage eligible candidates to self-nominate!

Please visit our [website](#) to for more info and ways to donate!



MINORITY DEALER DEVELOPMENT

What is MDD?

A diverse dealer network matters greatly to GM and to the customers we serve. Minority Dealer Development is designed to support our diversity goals. MDD is dedicated to growing a performance driven, customer-focused and profitable dealer network by attracting highly qualified minority dealer candidates, this is one demonstration of GM's commitment to a diverse dealer network.

Melissa Smith | Fredericksburg Chevrolet Buick-GMC | Fredericksburg, TX

Gus Palmer | Memorial Highway Chevrolet of Somerset | Somerset, PA

George Liu | Rosenthal Chevrolet of Alexandria | Alexandria, VA

David Ferraez | Green Brook Chevrolet | Green Brook, NJ

Daniel Randolph | Napleton Buick GMC | Crystal Lake, IL

Andrea Zadd | Crestmont Buick GMC | Beachwood, OH

Jose Santillan | Culver City Chevrolet | Culver City, CA

Dorian Boyland | All-Star Buick GMC | Oak Creek, WI

Monte Perkins | All American Chevrolet | Muncie, IN

Jay Hodge | Jay Hodge Chevrolet | Muskogee, OK

Nadia Bical | Bical Auto Mall | Brooklyn, NY

Him Yin | Chevrolet of Ottawa | Ottawa, OH

Don Jones | Provo Buick GMC | Provo, UT

Don Jones | Laurel Chevrolet | Laurel, MT

Ali Ahmed | Southern Buick GMC Virginia Beach | Virginia Beach, VA

Monica Matheny | Matheny Motor Truck Company | Parkersburg, WV

Patrick Decuir | Riverview Automotive Group | N. Huntingdon, PA

Ali Ahmed | Southern Buick GMC Greenbriar | Chesapeake, VA

Antonio Acosta | Douglass Chevrolet Buick GMC | Clifton, TX

James Ross | Chevrolet of Puente Hills | City of Industry, CA

Taseer Badar | Ron Carter Chevrolet Buick GMC | Alvin, TX

Steven Jackson | Team Chevrolet, Buick, GMC | Alice, TX

Robert Brogden | Robert Brogden Buick GMC | Hays, KS

Derrick Daniels | Parks Buick GMC | Kernersville, NC

Jason Bical | Bical Chevrolet | Valley Stream, NY

Michael Winding | Gilroy Buick GMC | Gilroy, CA

Inder Dosanjh | Seaside Cadillac | Seaside, CA

Joe Smith | Epic Chevrolet | Sacramento, CA

Congratulations to all of our Minority Owners on acquiring their new dealership in 2020!

What's Happening at GENERAL MOTORS

GM Reports Fourth-Quarter U.S. Sales

General Motors delivered 771,323 vehicles in the fourth quarter of 2020. Total sales for the quarter were up 5 percent year-over-year. GM had its best fourth quarter retail sales since 2007, with deliveries up 12 percent. Sales for the calendar year were 2,547,339 units, with total deliveries down 12 percent year over year and retail deliveries down 6 percent. MDD dealers delivered great results in 2020 by selling 196,036 retail units a 3.7% YOY increase.

"GM outperformed the industry in the quarter and the full year by a significant margin because our manufacturing and supply chain teams and dealers helped keep people safe at work and our launches on track," said Steve Carlisle, executive vice president and president, GM North America. "Extraordinary teamwork has set up everyone to succeed in 2021 as the economy continues to recover and we further ramp up truck and SUV production."



NADA 2021 – GM POP Lite Available

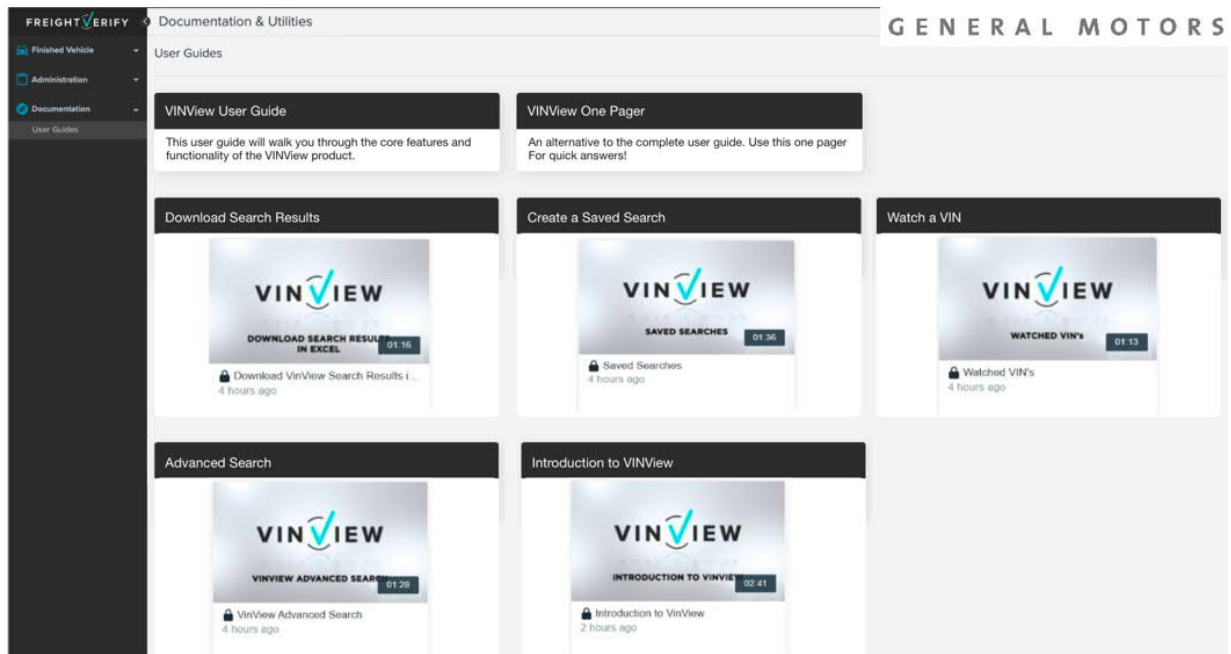
Soon, the 2021 NADA Virtual Conference will be underway February 9-11, 2021! Our GM Dealer Business Management team will be providing POP Lite meetings to dealers who are interested in a quick but highly informative 30-minute session covering their departmental profitability and expenses. On-line appointments will be available beginning the week of January 25, 2021. Please stay tuned to GM GlobalConnect as a direct message will be sent soon to all dealers!

VINView: New Estimated Delivery Date



**Access your VIN
with VINView**

Welcome to VINView! Found on the Order Workbench Manage Inventory Main Page, as well as in the GlobalConnect (GC) App Center, this new tool designed to help dealers determine the precise location of vehicles In Transit to their Dealership. The landing page of the VINView tool contains Job Aids and five easy to follow videos that clearly explains the new functionality and how to get started using it to locate and track vehicles in transit to your dealership (pictured below). We strongly encourage dealership staff members involved with tracking in transit vehicles to view the videos and job aids before getting started.



Don't Lose Your Weekly Vehicle Allocation!

A weekly checklist from GM Center of Learning for the Weekly Dealer Order Submission Process

This Checklist helps you to build your Preliminary Orders list for the Weekly Dealer Order Submission Process so that:

- You do NOT lose your allocation or distributed constraints for the target production period—or TPP.
- Your Placed order configurations match the demand in your market area.
- You increase your chance of gaining more allocation or constraints for the TPP.

ORDER Workbench | Main > Order Vehicles

PLAN & FORECAST

ORDER VEHICLES

MANAGE INVENTORY

LOCATE VEHICLES

DELIVER VEHICLES

REPORTS & TOOLS

USE THIS CHECKLIST FOR EACH ALLOCATION GROUP:

- 1) Use the View My Allocation and Constraints screen to review your weekly Final Allocation and Distributed Constraints quantities for the TPP
- 2) Use the Inventory Balancing tool to help you decide what quantity and configuration of orders you need for your market area.
- 3) Use these resources to check the estimated duration and potential availability of constraints:
 - a) National Constraints report
 - b) Consensus Notes and Focused Ordering documents for the GM Brand
 - c) Order Workbench Weekly Distribution Newsletter
- 4) Answer these questions to determine which vehicle configurations will align best with your allocation and inventory needs for the TPP:
 - a) What configurations did Inventory Balancing recommend in Step 2?
 - b) What sales tools and ordering options can help me decrease the expense and improve the sales performance of the vehicles I will order?
 - c) What vehicle price points are appropriate for my market area?
 - d) What configurations appear in the GM Brand's Consensus Notes and Focused Ordering documents in GlobalConnect and on the View GM Stored Configurations tabs in Order Workbench?
- 5) Access the Run Pass One screen from Thursday through Saturday to complete Steps 6 through 10.
- 6) Change your Desired Quantity, if needed, to match your inventory needs for the TPP.
- 7) Create enough Preliminary orders to match your weekly Final Allocation quantity or Desired Quantity—whichever quantity is greater—for the allocation group.
- 8) If you are trying to gain undistributed constraints for the TPP, then create an extra Preliminary order without constraints for each order you configure with an undistributed constraint.
- 9) Prioritize your Preliminary orders so that you do NOT accidentally lose your allocation or distributed constraints during the weekly ordering process.
- 10) Use the Run Pass One screen as needed to validate your Preliminary orders and their assigned Priority numbers against your earned allocation and constraints

GET DETAILS about these strategies by doing these things:

► Go to Order Workbench and click Help With This Page > Help Topics > Business Process Topics/Estimated Shipments Process and Plan & Forecast Process.

► Go to Order Workbench and click Help With This Page > Training > Quick Reference Guides/GM Vehicle Ordering Timing Cycle Job Aid.

IHS Markit: Insights on Electric Vehicles

Our partner, IHS Markit, has published their Fall 2020 Bulletin – IHS Markit, Insights on Electric Vehicles. Below, IHS Markit summarized key findings within the Electric Vehicle (EV) market by various demographic, luxury/non-luxury, fastest growing, and credit score viewpoints.

Automotive Insights

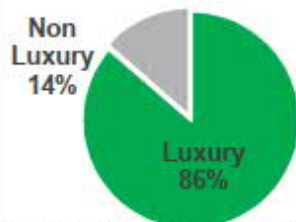


A quarterly bulletin of information, analysis and forecasting insight from IHS Markit



Fall 2020

Lux/Non Lux EV Mix – 2020 YTD



Note: Catalyst for Insight Personal Registrations (2020 through August)
Source: IHS Markit © 2020 IHS Markit

Luxury dominates EV landscape

Non-Luxury accounted for 14% of EV registrations from January-August 2020. This was led by Chevrolet Bolt, which accounted for over half of Non-Luxury EV.

Luxury EVs had 86% share. Tesla is the dominant make with 93% share of luxury EVs. Model 3 launched in 2017/2018 and became the best-selling EV ever.

EV Demographics Luxury vs. Non Luxury

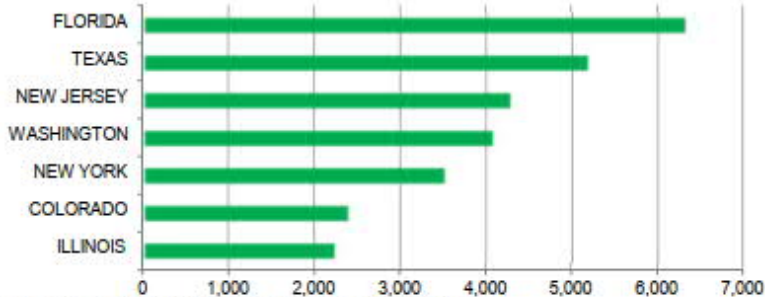
Demographic	Luxury	Non Luxury
Gender	70% Male	68% Male
Income (Median)	\$187,500	\$135,500
Income (Largest Group)	\$250,000+	\$250,000+
Age (Median)	49.5	49.5
Age (Largest Group)	35-44 Years Old	35-44 Years Old
Primary Ethnic Groups	White 59%; Asian 23%	White 70%; Asian 16%

Notes: Catalyst for Insight, Personal Registrations, Jan-August 2020)

Source: IHS Markit

Fastest Growing EV States Outside California:

Differences in Personal Retail Registrations between CYTD 2016 and 2020



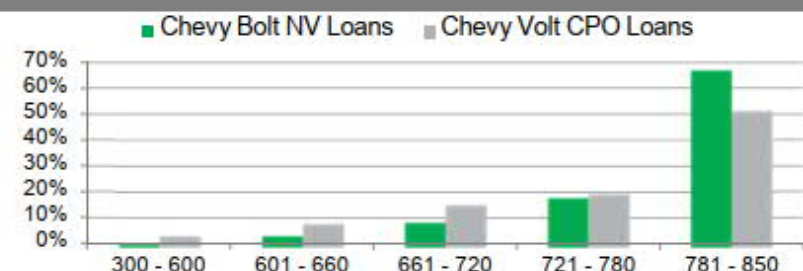
Catalyst for Insight Personal Registrations, CYTD Jan-August 2016 and 2020

Source: IHS Markit

© 2020 IHS Markit

The distribution of TransUnion credit scores of borrowers purchasing an EV new is very different than one purchasing an EV as CPO .

Credit Score Distribution Bolt NV vs. Volt CPO



Catalyst for Insight Personal Registrations, CYTD July 2020
Source: IHS Markit Catalyst for Insight -TransUnion Credit Module

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Takeaways

Current demographics point to near-term growth among younger, more affluent buyers across all ethnic groups. These data reinforce the company's long-term strategy of investing in purely electric vehicles.

The company's [publicly stated plans](#) of multiple launches across multiple segments appears consistent with the need to grow past niche-vehicle strategies.

2021 GM MINORITY DEALER ADVISORY COUNCIL (MDAC)

Our MDAC's role is to communicate the voice of the minority dealer body and direct prioritized issues to GM management and/or the appropriate divisional Councils. Should you have any questions or concerns, please contact a representative below.

2021 GM MINORITY DEALER ADVISORY COUNCIL

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Co-Chair



MINORITY DEALER DEVELOPMENT
MINORITY DEALER ADVISORY COUNCIL

Jan 2021